Increase use of Jute Bags

440. SHRIMATI VANGA GEETHA: Will the Minister of TEXTILES be pleased to state the action taken by the Government to increase the use of jute bags by implementing the mandatory use of jute packaging order in the interest of jute farmers and industry?

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI V. DHANANJAY KUMAR): The Jute Packaging Materials (Compulsory Use in Packing Commodities) Act, 1987 (JPM Act), provides for the compulsory use of jute packaging material in the supply and distribution of certain commodities in the interests of production of raw jute and jute packaging material and of persons engaged in the production thereof and for matters connected therewith. For the jute year 2000-2001 (*w.e.f.* 25.10.2000 to 30.06.2001), the norms of mandatory packaging in jute bags for foodgrains and sugar was 100% and for urea 20%. Total supply of jute bags was 8,46,000 MT under compulsory packaging for jute year 2000-2001.

Multi Fibre Agreement for Textile

441. SHRI R.S. GAVAI: Will the Minister of TEXTILES be pleased to state:

(a) whether Government have drawn any strategy to meet the competition in world market for Handloom sector in relation to phasing out of multi-fibre agreement;

(b) if so, the details thereof;

(c) whether the export of cotton handlom fabric has declined in the year 2000-2001 in comparison to 1999-2000;

(d) if so, the reasons therefor; and

(e) the measures suggested to improve export?

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI V. DHANANJAY KUMAR): (a) and (b) Yes, Sir.

The National Textile Policy 2000 aims to strengthen and encourage the handloom industry to produce value added items, assist the industry to forge joint ventures, and to promote and develop the exclusiveness of handloom products to secure global markets. Emphasis is being given, *inter-alia*, on increasing exports through promotional efforts, publicity, market studies, exchange of designers/ weavers etc. Efforts are being made to enlarge base and increase interaction with the exisitng and emerging markets and improve the quality of the product through design support, better processing & dyeing, packaging etc.

(c) and (d) Yes, Sir. The main reasons for decrease in the export of Cotton Handloom Fabric are low unit value realisation and fall in demand for certain specific products in the international market.

(e) The measures suggested to improve export, *inter-alia*, are as under:

(i) Participation in International fairs/exhibition and Buyer-Seller Meets by International agencies/ITPO and EPCs.

(ii) Inviting the foreign delegation/buyers to interact with the manufacturers/exporters to understand the infrastructural facilities available at the manufacturing end.

(iii) Frequent seminars and interaction with the exporters to educate them about quality, design, information technology and scope in new markets.

(iv) Dissemination of information through Website about colour trend, design etc.

(v) Development of exportable varieties by converting traditional handloom items etc.